

You have to do it all. You have to do television, radio, specialty mail, door-to-door [campaigning], general mail, voter registration, and then you pray.

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LEARNING OBJECTIVES FOR POLITICS 101 (viewing time 41 minutes)

INSIGHT = Discussions of *Exploring Fundamental Concepts* and *Investigating Parallel Themes* as listed below

CONTRIBUTING INFORMATION = The scope, power and implementation of negative campaigning

BACKGROUND INFORMATION = How television is used and professional political advisors

LOCAL POLITICS

EXPLORING FUNDAMENTAL CONCEPTS

WHY CAMPAIGN? What does the candidate want? How can he/she get it?	WHY VOTE? What does the voter want? How can he/she get it?
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INVESTIGATING PARALLEL THEMES

1. Who is on the team? Who are the volunteers, advance people, trackers, precinct captains, consultants?	1. How will electing the candidate benefit the voter?
2. What services do the support team provide?	2. How much personal attention will the voter get before/after the election? Who will provide that attention?
3. What does the candidate actually “do?”	3. How will the voter actually get what he/she wants?
4. What is the impact of campaigning on the candidate’s personal life?	4. Why form a coalition?

VOCABULARY ITEMS

THE ALDERMAN ALWAYS RINGS TWICE - viewing time 17 minutes

(This is a play on words of the novel by James Cain, *The Postman Always Rings Twice*. The theme of the novel is that whatever one does, the result of that action will return at some future time.)

This section follows the campaigning of a Chicago Alderman, his support team, their roles, getting out the vote, and tracking those votes.

Alderman:	member of a governing body of a town or city, a representative of a ward, or district, sometimes called a councilman
Call back:	a return visit, or telephone call, to someone that is made to follow through on some previous request or message
CEO:	Chief Executive Officer, the highest officer in a corporation or company
Gamma ray people:	people who are convinced they are being visited by aliens from outer space
Get the vote out:	use of any of a variety of means to encourage people to go to the polls and vote
Hit the road:	leave a place, usually quickly
Jehovah's Witness:	a specific religious organization; members often travel from house to house in order to interest others in their organization and to encourage them to join their church group
Nab:	to catch or grab someone or something
Precinct:	a voting district of a city or town, a part of a larger district sometimes called a ward whose combined representatives form the town or city's governing body <i>Precinct Captain</i> : the person in charge of the volunteers for one small district
Retailing votes	selling oneself to the voters by various means, often by "one handshake at a time"

THE KING OF RETAIL – viewing time 6 minutes

This section tracks one politician's strategies for winning elections. The emphasis is on the bonds between people and elected officials.

Close-knit town:	usually a town or small city whose citizens have lived in the same area for many years and who know each other quite well
Constituents:	voters living in an electoral district
Lincoln-Douglas debate:	a famous 1858 debate over slavery between Abraham Lincoln and Stephen Douglas, who were rival candidates from the state of Illinois for the U.S. Senate
Municipal:	referring to a town, city or region that has its own government
Political animal:	someone who knows politics very well and is involved in the system
Politicking:	active campaigning
Press the flesh:	shake hands
Recognition factor:	the degree to which someone can be easily recognized
Sammy Davis, Jr.:	(1925-1990) a charismatic Black singer and dancer sometimes referred to as the "World's Greatest Entertainer," who also became noted for his ability to influence other Black people in their socio-political beliefs
Size you up:	make a judgment as to what kind of person one is

MAGIC MEDIA – viewing time 10 minutes

This section looks at the way in which television is used to influence and manipulate voters. The implementation of negative campaigning and its effects are introduced.

Dark side:	the negative aspects of a person's or society's behavior
Direct mail	advertising the candidate and his/her policies by mailing notices directly to voters' homes
Immediate jackpot:	winning a large reward with very little effort
Junk mail:	advertisements sent to one's home that usually get thrown away without being read

Lose one's breakfast, lunch and dinner:	vomit, throw up
Marketing:	selling to a wide group of consumers
Marathon:	long and difficult task, usually a race
Negative campaign:	focus on the negative aspects of the candidate's opponent
Personal image:	What people think about someone, not necessarily what that person actually is
Prop in a larger show:	someone whose importance goes beyond him/herself, representing many people
Pull in coverage:	get attention
Shed the demons:	bring negative aspects into the light in order to get rid of them
Suburban Sprawl	large areas of homes spread out in neighborhoods beyond the center of towns or cities
Used car salesman:	a negative term often applied to someone who can sell anything through an insincere smile, fast talk and meaningless promises
Whistle stop:	a very small town; term comes from the early days of railroads when the trains would announce their arrival before entering small towns by blowing their whistle and would stop only if signaled to do so

THE TERMINATOR – viewing time 8 minutes

The name for this section is a play on the film *The Terminator* [1984], starring actor-turned-governor of California, Arnold Schwarzenegger. It is about a plan to control the future by changing the past. The Terminator is a robot-person who can eliminate whatever needs to be eliminated, without personal, human feelings.

This section focuses on one professional consultant. One very interesting episode is the imagined television spot using negative campaigning, the words of which were selected from actual archives of when Thomas Jefferson was running for president. (Note: The Terminator section uses very graphic language which may not be suitable for some audiences.)

Have a hold on someone:	know something negative about a person so that the person will do as told out of fear of being exposed; blackmail
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Leave him dead in the streets:	create such a negative environment that the subject person is no longer capable of functioning as an authority or with credibility
Make him bleed:	take away his authority and credibility as a human being
Mud slinging:	saying negative things, usually without foundation, about a person; name calling
Soil soaked in blood:	an environment so negative that no one associated with the situation has any authority or credibility
Stack the courts:	put judges in power who will decide cases according to whatever is in the best interest of the politicians currently holding office, rather than allowing them to be selected by the vote of the people
This is war (combat):	analyzing politics as a war-like conflict between candidates

CLASSROOM ACTIVITY

Group work organized to use Compare and Contrast strategies for debate in any of the Overarching and Topical Question categories should spark energetic conversation among your viewers. Compare/Contrast can also be used for a more formal academic writing exercise.